

المسار almasar

The Official Monthly Magazine of Dubai's RTA

Issue No. 140 February 2020

4 Jan 2020, Charter
Enhances Dubai Supremacy

RTA hits the Leaderboard
at Index of Customer
Happiness Results



Vision

Mission



Vision

Safe and Smooth Transport for All



Mission

Develop and Manage integrated and sustainable Roads and transportation systems at a world-class level, and provide pioneered services to all.

Stakeholders for their happiness, and support Dubai's vision through Shaping the future, preparing policies and legislations, adopting.

Technologies and innovations, and implementing world-class practices and Standards.



Customers Happiness

A new feather has been added to the cap of RTA's achievements, having finished second in the overall ranking of Dubai Government Customers Index 2019. What makes this achievement so special is our ability to restore the confidence of customers in RTA's services, and equally important, to realise the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai.

It also echoes the directives of His Highness Sheikh Hamdan bin Mohammed Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council; and His Highness Sheikh Maktoum bin Mohammed Al Maktoum, Deputy Ruler of Dubai and Deputy Chairman of the Executive Council, to boost the happiness of Dubai residents & visitors through delivering services that surpass customers expectations.

It culminates the efforts of all RTA employees who always strive to do their level best to improve RTA's service offering and bring added happiness to customers. RTA delivers 15 main services comprising of 317 subsidiary services. It attaches every attention to improving services, simplifying transactions processing time, and delivering smart services to customers 24/7.

In 2019, RTA accomplished 350 measures to improve the delivery of customer services via 13 channels. RTA services are currently available at seven service centres & smart apps, 47 metro stations, 11 tram stations, and 17 bus stations. Such improvements have had a positive impact on more than two million clients. RTA was among the first government entities to achieve the migration to smart services that are both innovative and accessible. Last year, it accomplished 80 projects apropos of digitisation and 4th industrial revolution programmes. Service areas covered projects relating to the smart organisation, infrastructure, smart vehicles, data management, artificial intelligence and smart & sustainable transportation. This transformation contributed to improving the calibre of RTA services and at the same improving the traffic safety level.

However, it doesn't come without extra responsibility and challenge. It prompts us to muster more efforts to make further improvements and uncork higher competitive levels. We renew our commitment to leaders to work in a team spirit and exert bigger enchanted efforts to make yet more successes in serving our nation.

H.E. Mattar Mohammed Al Tayer
Director General and Chairman of the Board of Executive Directors

المسار almasar

Strategic Map For AlMasar Magazine Team

Vision

The Pioneer
Government
Magazine in Dubai

Mission

To work in the spirit
of team in presenting
achievements, enhance
Success , and document
roles of RTA.

Core Values

Transparency &
Credibility
Corporate Reputation
Excellence
Spirit of Team
knowledge Sharing



Almasar Application is available on Apple store &
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Reciprocal Ads Initiative

Al Masar magazine Editorial Board offers the Reciprocal Ads initiative whereby a space for an advert is allocated to strategic partners and other government entities against allocating the same space in the magazine of the beneficial entity during the same month for the benefit of the RTA.



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of Customer Happiness Index as RTA
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Achievements

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Mohammed bin Rashid launches “4 January 2020 Document” on the Accession Day anniversary

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, exuded confidence in the ability of Dubai to boost its global competitiveness in future. His Highness renewed the commitment to support the rise of Dubai, serve justice, and improve the living of Dubai’s residents and lovers as well as the upcoming generations. His Highness assured that such a drive would not be halted by a reckless friend, enemy’s plot or slack official.

Marking the anniversary of taking office as Ruler of Dubai, His Highness unveiled the (4 January 2020 Document); which beams of hope and enthusiasm in charting out the future of generations. It bridges the past and the present and integrates

with the 50-Year Document as well as the Eight Principles of Governing Dubai. The document sets the compass for the theme the current year (Towards the Next 50) by recharging determination, resetting priorities, changing tools, and

Dubai Ruler injects new energy in Dubai's phenomenal supremacy

rebuilding establishments. It rejuvenates the life of entities and rebuilds culture & thoughts in a way that brings about real transformation in future.

His Highness recapped the essence of the 4 January Document in a tweet saying:



“Brothers and Sisters, we are witnessing a rapidly changing world amidst fierce competition. The present generation sets high expectations and we have to respond. Accordingly, our responsibility is to cope with and maintain the development, excellence and sustainability of the Emirate's growth.

At the outset of the document, His Highness said:



“We are continuing with the development of the Emirate, fostering justice and improving the quality of life for the upcoming generations.”



“We will not be stopped by a reckless friend, enemy's plot or slack official.”



“Our responsibility is to sustain the development and maintain our forward position”



“What worked for the past may not work for the future. What benefitted us in the past 20 years may not be useful for the next 20.”



“Time makes it imperative to change tools, renew institutions and tackle recessions.



“In the same way, the future compels us to have new blood, restructure our culture and ideas to ensure that we achieve real changes over the coming period.”

Dubai Council

His Highness started his messages in the '4 January 2020 Document' by announcing the formation of Dubai Council; which he will chair, appointed His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince, as 1st Vice Chairman; and His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, as 2nd Vice Chairman. His Highness appointed six top officials to oversee six strategic growth tracks in the Emirate, and also appointed the Chairman of the Executive Office as Secretary-General of Dubai Council.

“The Dubai Council will lead the change in the emirate, oversee the economic and social governance in Dubai and ensure its global competitiveness, economic leadership and attractiveness to become among the best cities in the world.”

“The Dubai Council will map out the vision for the emirate's next 50 years. Leaders of the future Hamdan bin Mohammed and Maktoum bin Mohammed will oversee the vision and establish the developmental agenda to ensure the best quality of life for citizens, residents and visitors of Dubai.”

“The Dubai Council will oversee the launch of major projects in the emirate, work on introducing new development sectors and foresee future global opportunities. The council will also oversee the governance of the government and semi-government companies.”

Council members include His Highness Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Aviation Authority, Chairman & Chief Executive of Emirates Airline & Group, His Highness Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum, President of the Mohammed bin Rashid Al Maktoum Knowledge Foundation, Her Highness Sheikha Latifa bint Mohammed bin Rashid Al Maktoum, Chairperson of Dubai Culture and Arts Authority, His Excellency Mohammad Abdullah Al Gergawi, Minister of Cabinet Affairs and Future, His Excellency Mattar Mohammed Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority, His Excellency Major General Talal Humaid Belhoul, His Excellency Abdulla Mohammed Al Basti, Secretary General of the Executive Council, His Excellency Saeed Mohammed Al Tayer, Managing Director and CEO of Dubai Electricity and Water Authority, and His Excellency Major General Abdullah Khalifa Al Marri, Commander in Chief of Dubai Police.



Hamdan bin Mohammed



Maktoum bin Mohammed

Hamdan bin Mohammed: Roadmap

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council described the '4 January 2020 Document' as a roadmap. His Highness tweeted:

"The '4 January 2020 Document' issued by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, will be our roadmap. We will strive to realise the clear objective of His Highness to make Dubai the Pearl of the world.

"We pledge to His Highness Sheikh Mohammed bin Rashid Al Maktoum as well as Dubai citizens, residents and lovers to work with my brother Sheikh Maktoum and all members of the Council, to lead a new and exceptional era of Dubai development."

Maktoum bin Mohammed: High Confidence

His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, thanked His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, for the valuable confidence of appointing him as 2nd Vice-Chairman of Dubai Council.

His Highness tweeted:

"I thank my father His Highness Sheikh Mohammed bin Rashid Al Maktoum for the high confidence and appointing me as 2nd Vice-Chairman of Dubai Council. I pray to Allah to bless me and my brother His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, in mapping out Dubai vision for the next 50 years and leading the future transformation of the Emirate through the six development tracks charted by His Highness."





Ahmed bin Saeed



Ahmed bin Mohammed



Latifa bint Mohammed



Latifa bint Mohammed: Dedicated Efforts

Her Highness Sheikha Latifa bint Mohammed Al Maktoum, Chairperson of Dubai Culture and Arts Authority, thanked His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, for the confidence and appointing her as member of Dubai Council.



Her Highness tweeted: "I thank my father His Highness Sheikh Mohammed bin Rashid Al Maktoum for the high confidence and I pledge to him and his deputies His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, and His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum as well as Dubai citizens and residents, to work tirelessly and do whatever it takes to realise the vision of His Highness for the next 50 years."





Mattar Al Tayer



Talal Belhouli



Abdullah Al Basti

Implementation of Strategies

The Executive Council of Dubai remains responsible for following up on the implementation of strategies, managing government performance and ensuring high-quality services.

The six growth tracks that members of the councils will supervise are: Dubai economy, citizen services, government development, infrastructure, security and justice, and health and knowledge.

Each council member will monitor the progress of a group of government entities and departments and follow up the status of implementation of objectives. Advisory boards comprising seven members (from the public and private sector) shall be set up for each track. The advisory boards shall present ideas and suggestions and report observations to the council on the workflow of each track to ensure transparency, consolidate the sense of responsibility and involve expertise in the decision-making process.

Commissioner-General s

His Highness Sheikh Ahmed bin Saeed Al Maktoum is appointed as the Commissioner-General of “Dubai economy” track to oversee the Department of Economic Development, Department of Tourism and Commerce Marketing, and Dubai’s free zones, airports, ports and customs.

In addition to his current responsibilities, His Excellency Mattar Mohammed Al Tayer is appointed as the Commissioner-





Saeed Al Tayer



Abdullah Al Marri

General of the “infrastructure, urban planning and wellbeing” track to oversee Dubai Municipality, Mohammed bin Rashid Housing Establishment and Dubai Land Department.

In addition to his current responsibilities, His Excellency Major General Talal Belhouli is appointed as the Commissioner-General of the “security and justice” track to oversee Dubai Courts, Dubai Civil Defense and Dubai Corporation for Ambulance Services.

In addition to his current responsibilities, His Excellency Abdulla Mohammed Al Basti is appointed as the Commissioner-General of “government development” track to oversee Dubai Government Human Resources Department, Dubai Statistics Center and Dubai Smart Government Department.

In addition to his current responsibilities, His Excellency Saeed

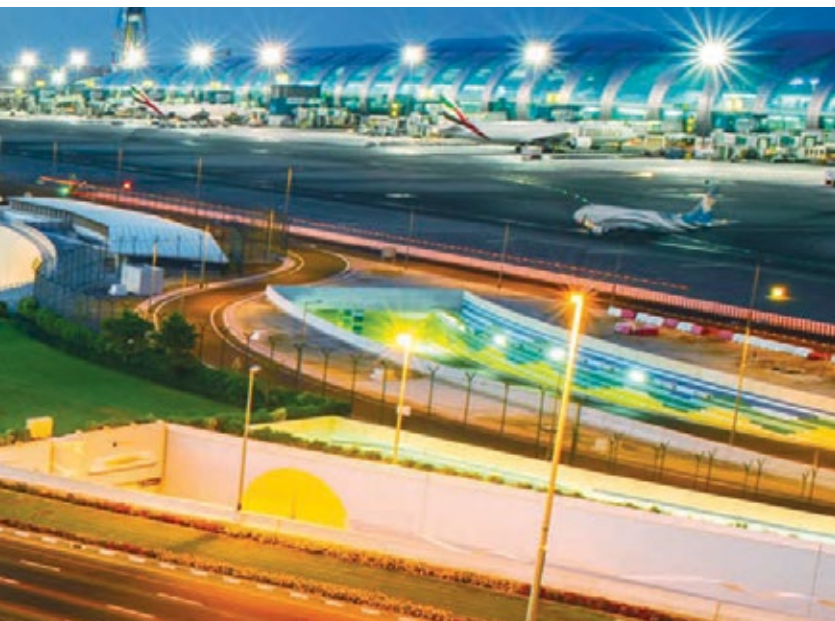
Mohammed Al Tayer is appointed as the Commissioner-General of the “health and knowledge” track to oversee Dubai Health Authority, and Knowledge and Human Development Authority.

In addition to his current responsibilities, His Excellency Major General Abdullah Khalifa Al Marri is appointed as the Commissioner-General of “citizen services” track to oversee the Community Development Authority, and Islamic Affairs and Charitable Activities Department.

The council is authorised to add new tracks and remove or add new departments across the six tracks.

The Dubai Council to conduct meetings at least once a month, with its agenda set to include the launch of a major project in the emirate. The Executive Office to act as the General Secretariat of the Dubai Council.

Agreements shall be signed with director generals of government departments in Dubai and approved by the Dubai Council. The agreements, to be reviewed every two years, shall state the objectives and projects of every department in Dubai. Those who fail to bring about real change within two years shall be relieved of their duties.



“To conclude this document, we reaffirm that the ultimate goal of the new system in Dubai is to create new transformations, overcome emerging challenges, rejuvenate ideas and ensure a better future for our current and next generations for whom we strive to leave the world’s most livable city.”



Hamdan bin Mohammed reviews results of 2019 Government of Dubai Customer Happiness Index survey

HH Sheikh Hamdan bin Mohammed congratulated the top three entities identified as the best performers in the Index. He directed entities that scored below average in the Customer Happiness Index to submit plans to enhance the quality of their services.

The Crown Prince said: “As part of the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, constantly enhancing excellence is the main focus of the government’s work. Ensuring the happiness of the people is an objective that the government does not compromise on.”

- Index results based on survey of 24,000 people
- Entities that performed below average directed to submit development plans within two weeks

“We must all work together to make Dubai the happiest city in the world. I call on all government entities to boost efforts to improve team spirit and meet the aspirations of customers in line with the highest international standards and best practices,” he added.

HH Sheikh Hamdan urged all government entities to use the lessons learned from the survey to improve customer happiness levels. “The average Customer Happiness level achieved was 85.2%, our goal is to reach 100%. A government led by His Highness Sheikh Mohammed bin Rashid Al Maktoum should demonstrate exceptional service and settle for nothing less than top rankings across all indicators,” His Highness Sheikh Hamdan said.

Dubai Electricity and Water Authority was ranked first in the 2019 Government of Dubai Customer Happiness and Mystery Shopper Index with a score of 90.1%. The Roads and Transport Authority (89.3%) came second and Dubai Health Authority (88.6%) came third. The lowest-performing entities in the Index were Dubai Customs and Dubai Culture (81.8% each), Dubai Land Department (79.6%) and the Dubai Public Prosecution (77.8%).

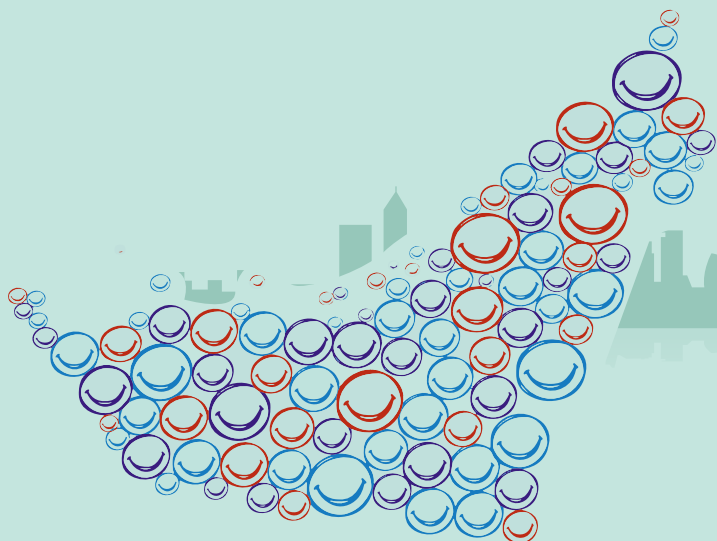
The Dubai Government Excellence Programme has been assessing customer satisfaction in government entities for more than 16 years. The results of the 2019 Government of Dubai Customer Happiness and Mystery Shopper Index were based on a survey of 24,000 people



In September 2019, HH Sheikh Hamdan bin Mohammed had said on his Twitter account that the results of the Customer Happiness Index and mystery shopper findings will be revealed with full transparency.

Statement of Al Tayer about RTA being among the 3 best performing entities Dubai Government Customer Happiness Index 2019

His Excellency Mattar Mohammed Al Tayer, Director-General, Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), was delighted with



RTA being announced second in the Dubai Government Customers Happiness Index 2019.

“The result culminates RTA’s endeavours to deliver best-in-class services to customers with the aim of realising the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai. It also reflects our response to the directives of His Highness Sheikh Hamdan bin Mohammed Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council; and His Highness Sheikh Maktoum bin Mohammed Al Maktoum, Deputy Ruler of Dubai, to bring happiness to Dubai residents and visitors, and deliver services that surpass customers’ expectations,” said Al Tayer.

“RTA delivers 15 main services comprising of 317 subsidiary services, and works towards continuous improvement of each service, simplifying transactions, expediting the processing time, and delivering smart services to customers 24/7,” commented Al Tayer.

“In 2019, RTA accomplished 350 corrective measures to improve the delivery of customer services via 13 channels. RTA services are currently available at 7 centres, smart apps, 47 metro stations, 11 tram stations, and 17 bus stations. Such improvements have had a positive impact on more than two million clients.

“Once His Highness Sheikh Mohammed launched the Smart City initiative in 2013, RTA was right up there with initiatives to turn the vision of His Highness into a reality in support of ranking Dubai the smartest city in the world.

RTA was among the first government entities to migrate to smart innovative and accessible services.

“Last year, RTA accomplished 80 projects under the digitisation and fourth industrial revolution programme. Service areas covered projects of the smart organisation, infrastructure, smart vehicles, data management, artificial intelligence and smart & sustainable transportation. This transformation contributed to improving the calibre of RTA services and at the same time improving the traffic safety level.

“RTA will continue to upgrade its services to measure up to customers’ expectations and needs. It will heed to customers’ proposals via different channels such as service centres, call centre, smart apps and others. It will also continue to take corrective measures to improve its overall services,” concluded Al Tayer.

Crown Prince of Dubai and Chairman of The Executive Council of Dubai His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum today reviewed the results of the 2019 Government of Dubai Customer Happiness and Mystery Shopper Index surveys. The surveys are part of the Dubai Government Excellence Programme, which evaluates the service quality of various government entities.

Results of Study of Happiness Index for Dubai Government Customers for the Year 2019



Averaged Results of Customer Happiness 85.2%



Dubai taxi lifts one billion riders in 25 years

Taxi fleet kept growing from 81 to 5201 vehicles

His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), revealed that the number of journeys made by Dubai Taxis from the start of operation in 1995 to December 2019 clocked 682 million journeys, lifting more than one billion riders. He indicated that the taxi fleet recorded an exponential growth from 81 to 5201 vehicles, the number of drivers equally rocketed from 886 to 11500 drivers, the number of employees jumped from 23 to 1131 employees, and the taxi services escalated from a single service to 13 services during the period 1995-2019.

Al Tayer made these remarks during a recent visit to Dubai Taxi Corporation (DTC) where he met with staff members in the presence of Abdul Mohsen Ibrahim Younes, CEO of Rail Agency and Head of DTC Supervisory Board; Dr Yousef Al Ali, CEO of DTC; and several directors of RTA and DTC.

During the visit, Al Tayer was briefed on the uses of artificial intelligence (AI) in improving taxi services. DTC uses AI to strike a balance between supply and demand for the taxi service, analyse trip details, and direct the fleet to demand

hotspots. AI is also used to improve safe driving practices through monitoring the conduct of drivers and verifying their compliance with safe driving standards.

Al Tayer also reviewed the latest update of DTC smart app, which covers regular taxis, limo service, electric limo and Amira limo. The app has reduced the average time of dispatching taxis to clients to 6.5 minutes, besides offering an array of taxi services like DTC My Driver (sending a driver), In Safe Hands, Amira, and People of Determination taxi services.





Al Tayer was also briefed on the automation of taxi services at Terminal 3 of Dubai Airport aimed at increasing the number of taxis in operation, streamlining the dispatch of taxis, and slashing the waiting time from 11 to 5 minutes. The project opens new channels for booking taxis at the time of buying a ticket or via screens on aircraft seats, DTC app or smart devices at the airport concourse. For the success of the project, DTC capitalised on AI and Big Data analysis technologies.

Al Tayer inspected the new generation of Toyota hybrid vehicles added to Dubai Taxi fleet, which reduce fuel consumption and carbon emission by as much as 47%. The procurement of these vehicles is part of RTA's commitment to Green Mobility Strategy aimed at increasing the proportion of electric and

hybrid new vehicles purchased or hired annually by government bodies to 10% in 2020.

The step goes in line with Dubai's strategy to reduce carbon emissions by 16% in 2021, and RTA's plan to transform 50% of Dubai Taxi fleet into hybrid vehicles by 2021. Al Tayer also inspected the Tesla Model 3 vehicle, and the hydrogen fuel cell electric vehicle, Toyota Mirai.

Al Tayer was pleased with the operational results, initiatives and plans of DTC and called for capitalising on AI technologies and smart systems in the taxi sector. He stressed the importance of using technologies in driving up the performance level, boosting the integration of transit systems, and easing the mobility of customers that will add to their happiness.



Opening Al Qudra-Lehbab Roads Interchange Development Project

The project provides free traffic movement in all directions

Dubai's Roads and Transport Authority (RTA) opened Al Qudra-Lehbab Roads Interchange Development Project. Works covered building a flyover providing free traffic in all directions and improving the traffic flow on both Al Qudra and Lehbab Roads.

Lehbab Road is a strategic traffic corridor that provides a traffic solution for motorists heading to Expo Road, JAFZA, Abu Dhabi and vice versa, without entering downtown areas. Works also included the construction of a separate bridge for cyclists crossing over Lehbab Road.

"The Project includes the construction of two bridges on the collector road beside the existing two bridges as well as ramps to serve right, left and U-turns. Works also cover widening connecting streets, constructing a cycling bridge across the flyover besides carrying out lighting works, rainwater drainage systems, and the shifting & protecting of utility lines. It provides free traffic in all directions and increases the road capacity to 4400 vehicles per hour. It will reduce the transit time from Lehbab Road eastward to Al Qudra Road northward by 8 minutes, and will also reduce the transit time by 4 minutes from Lehbab Road westward to Al Qudra Road northward," said His Excellency Mattar Al Tayer, Director-General and

Chairman of the Board of Executive Directors of RTA.

"Al Qudra Road provides a key passageway from Jumeirah to Umm Suqeim Street, which had also been improved by the construction of 2 bridges of 3 lanes in each direction. The first bridge passes over the Eastern Parallel Road (Al Asayel Street), and the second crosses over the Western Parallel Road (First Al Khail Street). Traffic continues to flow smoothly on the flyover of Al Khail Street and at the Interchange of the Arabian Ranches on Sheikh Mohammed bin Zayed Road. Traffic will smoothly flow on Al Qudra Bridge crossing crossing over Emirates Road up to Seih Assalam.

"RTA has undertaken improvements of Al Qudra Road over several phases starting with widening the road from 1 to 3 lanes in each direction over a 12 km stretch from Lehbab intersection to Bab Al Shams roundabout, including the new bridge. Later improvements covered widening 2 bridges to 3 lanes in each direction and constructing crossings for vehicles and camels on

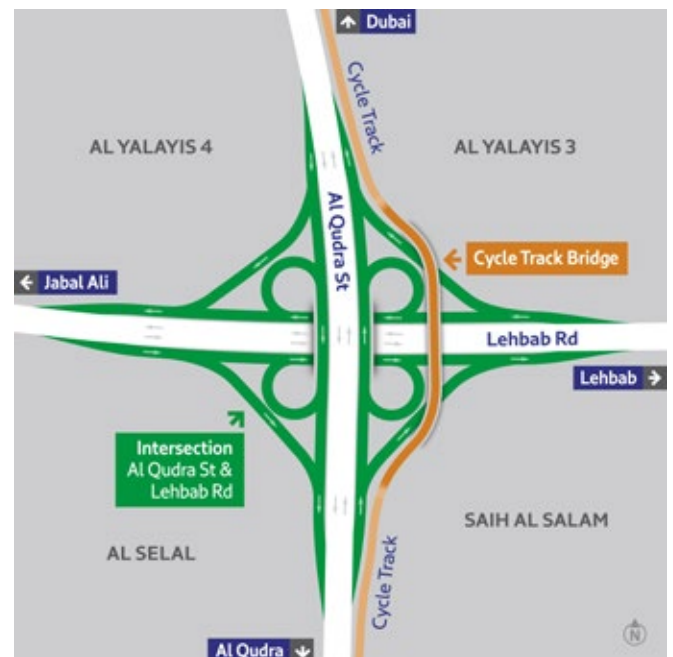




Road capacity jumps to 4400 vehicles per hour

Al Qudra Road. Works also included an 18 km cycling track and a rest area fitted with facilities and shops for bike rental and accessories, a fully equipped clinic, Cycling Gate, rest area, 10 shaded areas and bike racks,” concluded Al Tayer.

RTA has accomplished 10 projects under the Improvement of Lehabab and Expo Roads over a 55 km-long sector extending from Lehabab Police Station up to the intersection with Sheikh Zayed Road. Improvement works included widening the road from 2 to 4 lanes in each direction and constructing a flyover at the 8th Interchange of the Sheikh Zayed Road comprising 24 bridges.”



Opening Phase 6 of Roads Leading to Expo Project

Works completed included constructing Emirates-Expo Roads Interchange

Roads and Transport Authority (RTA) opened Phase 6 of Roads Leading to Expo 2020 project, including an improved intersection of Emirates and Expo Roads. The project has been undertaken in response to the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to develop roads and transport networks to support the hosting of Expo 2020 in Dubai. The overall aim is to ensure a smooth traffic flow for Expo visitors, and serve future projects in the area.

HE Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, described the project as one of the biggest road projects currently undertaken by RTA to meet the needs of hosting Expo 2020 in Dubai. He noted that due to the massive scope of the project, it had been divided into six phases, costing about AED 3 billion in total.

"This project phase included the construction of a bridge extending 1.4km and roads stretching about 8 km. Accordingly, the number of lanes of Expo Road have been increased from 4 to 6 lanes in each direction over a sector of 3 kilometres, besides upgrading a 5-kilometre sector of Emirates Road. Works included transforming the existing R/A at the intersection of Emirates Road and Expo Road into a flyover enabling free movement in all directions. Expo Road has been elevated to make a bridge of 4 lanes in each direction. Service roads, each of two lanes, have been constructed on both sides

of the main road. Turns have been provided to ensure smooth flow of traffic from Emirates Road in the direction of Abu Dhabi and vice versa, and from Expo Road in the direction of Sheikh Zayed bin Hamdan Al Nahyan Road. The project will ease the traffic movement from Jebel Ali-Lehbab northward to the Dubai-bound Emirates Road, and from Expo Road southward to the Abu Dhabi-bound Emirates Road," explained Al Tayer.

"The project works also included transforming the previous R/A at the intersection of Emirates Road and Expo Road into a flyover ensuring free traffic in all directions. Accordingly, the road capacity increased from 10,000 to 23,700 vehicles per hour. It will also improve the traffic flow to Expo, Dubai South and Al Maktoum International Airport, besides slashing the transit time as a result of removing the R/A, and the traffic signal. It will also treble the vehicular capacity of the road and ensure smooth traffic flow on main roads.





Completed Stages

Last August, RTA opened Phase 3 and 4 of Roads Leading to Expo Project. It included constructing two intersections at Sheikh Zayed bin Hamdan Al Nahyan Road with each of Expo Road and Al Yalayer Road. Two flyovers on Sheikh Zayed bin Hamdan Al Nahyan Street at the Dubai Investment Park have been upgraded. Sheikh Zayed bin Hamdan Al Nahyan Street has been widened from two to five lanes in each direction, and bridges constructed under both phases covered 17 km.

Three Billions

Roads Leading to Expo Project have been split into six stages, costing about AED 3 billion all combined. Besides Phase 6, which will be opened tomorrow (Sunday), and Phase 3 and 4, which had been opened earlier this year, work is currently underway in Phase 1, 2 and 5. Phase 1 and 2 cover transforming the existing R/A at the intersection of Sheikh Mohammed bin Zayed Road and Expo Road into a flyover; ensuring free traffic movement in all directions. Works underway include constructing direct entry/exit points to Expo 2020 from Sheikh Mohammed bin Zayed Road to ensure smooth traffic flow to and from the site of Expo. The total length of roads being constructed under both phases is about 43 km.

Phase 5 include constructing bridges extending 2.6 km and roads spanning about 3 km. The number of lanes of Expo Road increased from 3 to 6 in each direction over a sector of 3 km together with service roads to improve the current traffic condition. Expo Road has been elevated at the intersection of Al Asayel Road over an 800-metre stretch, forming a bridge of 6 lanes in each direction. Two other bridges extending 1 kilometer have been built to link Expo Road with the service road to ensure smooth traffic flow from and to the site of Expo.

- Bridges constructed extend 1.4 km, roads built span 8 km
- Works accomplished will raise the road's intake from 10,000 to 23,700 vehicles per hour

RTA has developed a plan addressing the needs of hosting Expo 2020 with the aim of ensuring smooth mobility for visitors of Expo. Works undertaken included upgrading roads and intersections, Route 2020 for extending Dubai Metro Red Line, and improving public transit networks, including buses and taxis.



Inviting business community to submit proposals for ‘Union 71’ and Deira Plaza projects to enhance PPP

Dubai’s Roads and Transport Authority (RTA) called upon the business community locally, regionally and internationally to submit proposals for the development of mixed-use Transit-Oriented Development (TOD) project above the Union Metro Station based on public-private partnership (PPP).

The Union is one of Dubai Metro’s busiest interchange station in Deira area connecting the Red and Green metro lines. This call goes with the UAE leadership’s vision to promote PPP to ensure the highest quality of life for Dubai residents.

“The idea of this project, which is aptly named the ‘Union 71,’ is based on a mix of commercial, residential and retail units. It will be located exactly above the Dubai metro underground station,” said Ibrahim Al-Haddad, Director of Commercial & Development at RTA’s Strategy and Corporate Governance Sector. “The location is suitable for TOD as the metro, bus and marine stations are in close vicinity. Accordingly, it will serve the purpose of encouraging and easing the mobility of various community members,” he added.

“The TOD project at the Union Square will be undertaken by

RTA and a private developer selected through a process of a public tender after the assessment of proposals submitted in accordance with the applicable contractual procedures. The private developer can mix the operational and commercial experience to accurately define the concept along with the development aspects in accordance with RTA’s vision for the site. The promotional campaign of the project has already started,” explained Al Haddad.

“Private firms in the UAE, region and the world are invited to submit offers that should also include the development of another project called ‘Saahat Deira,’ which is to be developed as Rooftop Entertainment Plaza/Café with Car Park. The two projects are just half a kilometre away from each other, forming a synergy for development,” he added.



The public to propose new bus routes in Dubai

Dubai's Roads and Transport Authority (RTA) enabled the public to design and propose new bus routes via RTA Dubai smart app. The initiative aims to engage the public in the integration of the public transport network in the emirate and tailor it to the needs of a growing number of users flocking to Dubai from all corners of the globe.

"This initiative is in line with RTA's efforts to keep pace with the latest trends of the industry and play a pioneering role in the region. We are focusing on leveraging public transport services, considering it a key tool of driving the development of the Emirate. We have added a new feature to RTA Dubai app so that we can benefit from the public feedback in upgrading the public bus network," said Adel Shakeri, Director of Planning and Business Development at RTA's Public Transport Agency.

This initiative is based on benefiting from public transport riders in opening or modifying bus routes, besides obtaining votes on proposals before adopting them. Such an approach is bound to raise customer's satisfaction and happiness rating, and increase bus ridership.

The initiative proved a hit with app users and clocked an immense 3003 interactions up to now, and about 2590 proposals have been submitted for new bus routes. 413 voters supported the opening a bus route from Al Qusais to Al Maktoum International Airport, and about 265 were voted for this new route. Furthermore, 148 users voted for opening Gold Souq-JAFZA bus route.

"The International Association of Public Transport (UITP) praised the initiative, considering it the first of its kind in the region, and among the first worldwide in delivering such a service by a public entity," added Shakri. The Director of Planning and Business Development renewed RTA's commitment to seeking views and suggestions of community members in improving public transport services in general and bus network in particular. He commended the public interaction and response to the initiative and paid tribute to their valued input in this regard.



As part of the Smart City initiative, RTA would like the public to participate in planning new Bus routes in Dubai.

RTA will study the feedback and conduct feasibility of implementation.

Your votes and suggestions will be studied further to improve our services.

VOTE ON PROPOSED ROUTES

OR

SUGGEST A NEW ROUTE

Waiting time for Dubai Taxis slashed to 3.7 minutes

Dubai Taxi Corporation (DTC) at Roads and Transport Authority (RTA) stated that the launch of Hala e-hailing service had cut clients' waiting time for taxis from 11.3 minutes to 3.7 minutes since the launch of the app.

"The idea of the app is based on booking the nearest taxi to the client; which is quite different from the old system of booking taxis through calling taxi drivers. It is a smooth procedure that starts with registration, stating the current position and the intended destination, then booking a taxi; which may turn up in a minute in some cases," said Dr Yousef Al-Ali, CEO of Dubai Taxi Corporation.

Fewer Negatives

"The introduction of the app has eliminated a host of negatives associated with the dissatisfaction of both taxi drivers and clients. Examples include the lack of accurate description of the client's position, and the inability of the taxi driver to identify the client; which makes the vehicle liable for the use by another rider. Moreover, a client may book a taxi, but may not turn up when the taxi arrives; which is attributed to a change of plan or riding another taxi, thus causing frustration and operational losses. Such occurrences have been totally wiped out under the new compensation policy in case of a client orders, but not uses, a taxi. A specific fine is deducted directly from the client's account at the time, or when the same client books another taxi in future," explained Al-Ali.

"Hala services come with added benefits to taxi riders including payment options, free Wi-Fi and interpretation to 24 languages; which facilitates chatting with the taxi driver (captain). DTC is currently working on the addition of Chinese language to the system on board; which will raise the number of translatable languages to 25," added Al-Ali.

Accordingly, additional vehicles can be directed to certain areas; especially where events are held, which is often marked by extra demand for taxis.

"The accessibility of taxis is likely to increase the demand for the service and that may require beefing-up the fleet in the near future. DTC is keen on ensuring the highest security and safety of the taxi service. Through the control centre, drivers' attitudes are kept under a watchful eye to minimise the cases of reckless driving, sudden swerving, and driving while sleepy or using the phone. Accordingly, drivers will be assessed and educated. Incompliant drivers will be issued with fine tickets and those caught in recurrent malpractices will have their services terminated.

"For the safety of taxi drivers and riders, DTC has developed a new internal system for automated inspection of vehicles. The system can figure out the age and safety of tyres, and whether the vehicle had sustained damage, especially the undercarriage. The inspection also covers other systems and components of the vehicle. The new system has reduced the inspection time from 35 to less than 5 minutes. It has also protected the rights of drivers as previously it was difficult to identify damage to the undercarriage prior to the driver on shift takes over the vehicle; which renders him/her liable for actions of others.

3.7
minutes taxi arrival



%95
Hala App Usage



5700
taxis



3
times daily
taxi inspected



11,500
taxi drivers



45
million riders in 2018



Deployment of Taxis

The deployment of taxis at the right places to ensure faster response to customer needs has become an easy exercise, thanks to the direct analysis capability of the app.



Parking fees can earn users loyalty points on nol Plus

Dubai's Roads and Transport Authority (RTA) announces that drivers or motorists can now earn loyalty points on nol Plus by paying parking fees through RTA Dubai app.

This initiative is aimed to deliver better services to parking users and enhance the smart transformation of Dubai. It reflects RTA's standing commitment to maximise the happiness of customers, be it residents, visitors or tourists descending on the city from all over the world.

Through this initiative, RTA seeks to encourage parking users to use the parking account to pay parking fees. Customers can recharge their parking accounts through nol card, mPay or ePay. The underlying objective of linking loyalty points with this smart payment of parking fees is to encourage the public to use the smart apps and benefit from features provided such as saving surcharges associated with other payment modes, detecting vacant parking slots, and obtaining a record of past transactions.

Users can earn and utilize their loyalty points in the form of balance added to nol cards or discounts on e-Vouchers usable at a variety of cafes, restaurants and other entertainment or shopping outlets to add more pleasure to nol Plus users.

The initiative will also boost the smart transformation of



RTA is keen to continue with the smart services offering to boost the happiness of people, especially mass transport users, and contribute to the efforts of raising the profile and the ranking of Dubai to become the smartest city in the world.

services by increasing the number of users of RTA apps and encouraging public transport riders to use nol card to pay their bus or taxi fares. As such, it fits well with RTA and Dubai Government efforts in this regard.

Dubai Taxi concludes contracts of 'My Driver' service

RTA's Dubai Taxi Corporation (DTC) has completed 305 contracts with individuals, parents and private firms on daily, weekly or monthly basis, whereby a professional driver is deployed by DTC to drive client-owned vehicles.

"'My Driver' service was launched as part of a new package of services offered by Dubai Taxi Corporation. The service provides drivers (without vehicles) on demand for a specific period agreed by both parties. The client, be it an individual, family or firm, shall provide an insured vehicle along with fuel," said Marwan Al Zarooni, Director of Operation and Commercial Affairs, DTC.

"Application for this service are submitted via (www.dubaitaxi.ae) or the Call Centre of DTC (800880888). The service will

shortly be provided via DTC App. The initiative aims to provide a service for Dubai's community through the deployment of fully trained and qualified drivers.

"Rates are AED250 per day, AED1000 per week or AED3500 per month. Offering such facilities to clients is part of efforts to realise the strategic goals of Dubai Taxi Corporation highlighted by Smart Operation and People Happiness," added Al Zarooni.

Completing migration of RTA taxi bookings services to Hala via Careem App

Customers are enjoying a seamless digital booking experience, as Dubai's Roads & Transport Authority's (RTA) Taxi Booking and Dispatch services fully moved to Hala (Dubai Taxi) e-hailing on 15 January 2020.

The migration is part of RTA's goal to revamp taxi services in Dubai and make the service more accessible to all. Hala has been able to convert a significant number of customers to e-hailing since its launch in 29 August 2019, with over two

million trips booked.

Hala and RTA acknowledge the concerns and challenges senior citizens, senior residents and people of determination may face when using the app, and hence they will be reached

Added Benefits of Using Hala

Fare Estimate	Visible in the Careem app before confirming the booking
Driver's Details	Visible before the car arrives
Arrival Time	Live tracker and notification upon arrival
Rating	Customer can rate the ride after the trip ends (Hala rides have an average rating of 4.8/5)
Payment	Customers can link their credit card to the Careem application for hassle-free payment or pay by cash
Rewards	Earn and burn points on more Hala rides, or redeem other Careem Loyalty Program partners' offers

2M journeys planned through S'hail app since its launch with five new services added

S'hail app of Dubai's Roads and Transport Authority performed about 1.9 million planned journeys for public transport users from the time of launch in March 2017 up to the end of December 2019. The app recorded about 313,695 downloads and witnessed the offering of five new innovative services.



The launch of S'hail app was aimed to meet the needs of public transport riders in Dubai as it provides mobility

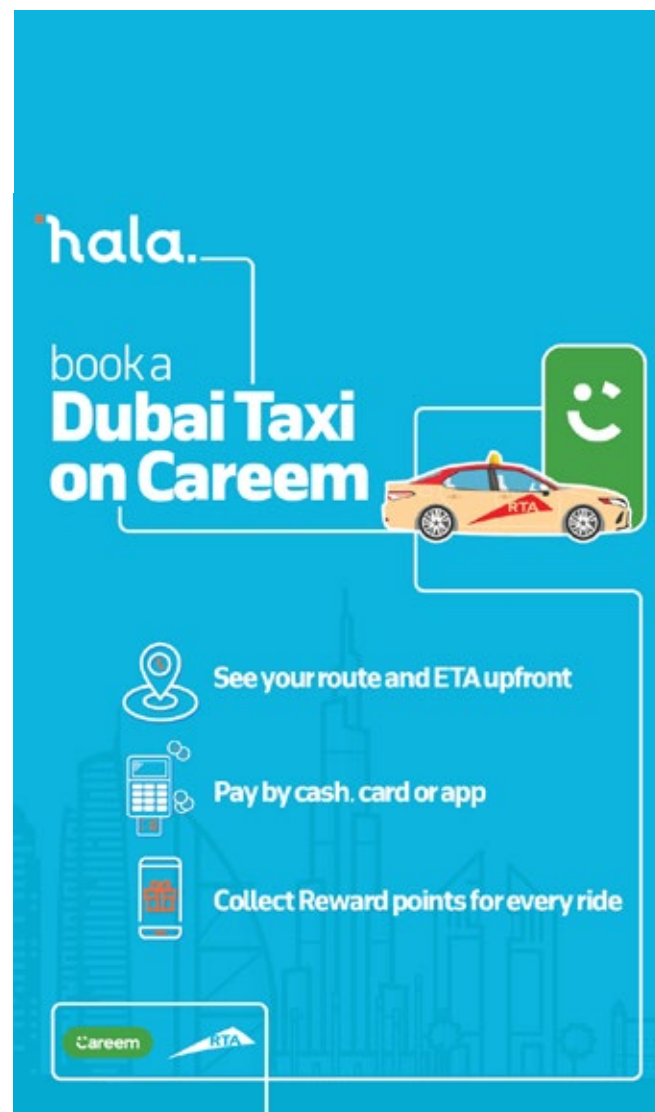
data across the Emirate. Clocking 1.9 million planned journeys reflects the huge popularity and satisfaction

out to through a dedicated landline. The migration will start on 15 January by a partial disconnection of Taxi Booking and Dispatch Centre to establish a database of the above-mentioned category of users.

Hala, which is the joint venture between RTA and Careem, enables residents and visitors of Dubai to locate the closest Dubai Taxi at the touch of a button. Customers get a booking confirmation in less than 10 seconds, get a taxi in an average of 3.5 minutes, and benefit from an enhanced experience with an average quality rating of 4.85/ stars.

To use Hala, customers must download the Careem app and create an account successfully on their phones. Booking a Hala (Dubai Taxi) on the Careem app is a simple procedure. The process is as follows: Choose Hala (Dubai Taxi) from the list of car types; Confirm your pick-up location; Decide on your drop off location; Choose your way to pay and Tap Yalla. Customers will receive the driver and booking details via SMS on their mobile phone.

Hala offers customers a smarter way to get around Dubai by knowing their fare upfront, driver details, tracking their route, and paying through cash or credit card. Customers can also enjoy the advantage of not having a price surge during peak hours, along with the full Careem app benefits, including Careem loyalty program Rewards.



with the app. This fact is also supported by the massive number of downloads of 313,695 thousand from app stores, and a healthy monthly average of 27k users.

As RTA is keen to fulfil the ambitions of users, five new innovative services had been added, namely: live map of traffic and nearby landmarks, bus tracker, news coverage linked with RTA's Twitter & Facebook accounts, happiness rating, and departure screen for nearby buses. Besides departure times of public transport services, the app offers fare options, departure notifications, Salik & nol balance, traffic updates and the best routes to destinations.

Customers can also engage in a live chat about general inquiries, complaints, lost items, and suggestions. The app saves details of routine journeys and offers smart rental services (Ekar, Udrive) among other features making it clients favourite app for their daily mobility.

S'hail app has recently won the Business Award from the American-based Awards Intelligence company. RTA is keen to run services that serve its strategic goals (such as Smart Dubai, People Happiness, and Advance RTA), and align its plans with the directives of Dubai Government.

Five new abras to boost marine transport network

Dubai's Roads and Transport Authority (RTA) has deployed five traditional abras to enhance water transport network on Dubai Creek and Marina. The step is part of ongoing efforts to improve services on offer to public transport users and bring happiness to people.

"The addition to the fleet of abras aims to respond to the growing demand from residents, visitors and tourists for marine transport services and enhance the network in the Emirate," said Mohammed Abu Bakr Al Hashmi, Director of Marine Transport at RTA's Public Transport Agency.

"The new abras can accommodate (24) riders. Manufacturing of these abras commenced in September 2019 and (3) will be handed over in January this year, while the remaining two are planned for delivery in the following month."

"The new traditional abras are lighter in weight and compatible with the code required to accommodate people of determination. The design of these abras enables transforming them into electric abras in line with RTA's environmental sustainability plan," added Al Hashmi.

Marine transport is a key component of RTA's integrated public transport in Dubai. The opening of the Dubai Water Canal has heightened the importance of marine transport in the Emirate, especially in offering tourist services and integrating with other vital services in the city. Such a strategic shift in the

role of marine transport highlights Dubai as a reputed global destination for trade, business, finance and tourism.

Comprising of abras, waterbus, water taxi and the ferry, RTA's marine transport has state-of-the-art facilities including stations dotting the entire Emirate, 9 of which are at Dubai Water Canal.



2.1 million riders on the New Year's Eve 2020

Dubai's Roads and Transport Authority (RTA) announced that the number of riders of mass transportation during the celebration of New Year's 2020 reached 2,126,417, showing an increase of 3.6% of the total number of commuters for the same period last year.

907,411 riders used Dubai metro in its Red & Green lines, while the tram transported 37,150 riders. The number of public bus riders on this eve reached 440,521. As for taxis, they transited 689,212 riders and all the marine transport modes transported 52,123 commuters

Dubai's Roads and Transport Authority (RTA) unveiled special offers and premium services for highly spectacular firework shows on the eve of the New Year 2020 aboard marine transit modes (Dubai Ferry, Waterbus, Water Taxi and Abra). The event underlined RTA's efforts to entertain various nationalities, visitors and tourists descending on Dubai from all over the world to celebrate this annual event.



2020 Budget supports Dubai's exceptional hosting of Expo, Emirate's economy

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, has approved Dubai Government's three-year budget 2020-2022 amounting to 196 billion dirhams. The budget is in line with the government's efforts to support the Emirate's economy. A spending budget of 66.4 billion dirhams has been approved for 2020, an increase of 16.9 per cent in the total expenditure outlay of 2019 budget. The significantly higher spending allocation in the 2020 budget also comes as part of supporting Dubai Vision 2021 and the hosting of Expo 2020.

The 2020 Budget is focused on supporting Dubai's competitiveness and undertaking vital infrastructure projects aimed at delivering premium services and bringing happiness to citizens, residents and visitors. A remarkable 46% of the budget allocations are meant for supporting the economy, infrastructure and transportation sector. RTA will channel financial allocations to support strategic roads and transportation projects to elevate the quality and standing of our infrastructure and services at the global level.

RTA has made significant progress in the construction of

massive projects highlighted by Route 2020 for extending the Red Line of Dubai Metro to the site of Expo. The portfolio of megaprojects undertaken also include road projects leading to Expo costing about three billion dirhams as well as improvements of Shindagha Roads Network, Dubai-Al Ain Road, Sheikh Rashid bin Saeed Road and Ras Al Khor Roads.

Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA)



Drones innovatively inspect Dubai Metro tunnels

His Excellency Mattar Mohammed Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), revealed RTA's intention to start a trial-run of drones in inspecting Dubai Metro tunnels extending 14 km on both the Red and Green Lines. Using drones enables a precise and fast inspection of the condition of assets. It saves the inspection time, enables accessibility to arduous spots and generates highly accurate reports about the condition of tunnels.

Al Tayer made these remarks during a visit to Dubai Metro Depot at Al Rashidiya accompanied by the CEO of Rail Agency Abdul Mohsen Ibrahim Younes, and several directors and engineers.

"This initiative, which is in line with Smart Dubai Strategy 2021, uses custom-made drones fitted with multiple cameras enabling pictorial monitoring of tunnels via high-definition lenses. It also enables the inspection of tunnel walls through infrared radiation. The technology generates instant reports easing the assessment of the condition of assets, monitoring the maintenance works and detecting faults. The process is linked with RTA's Maintenance Department, and provides

a paperless digital inspection platform that curbs potential human errors," said Al Tayer.

During the visit, Al Tayer reviewed initiatives and projects undertaken by the Rail Agency to improve the operation and maintenance of Dubai Metro, such as the trial-run of using nanotechnology at Noor Bank Station. The technology reduced the cost of the station exterior cleaning by 35%, decreased the cleaning and maintenance frequency, and enhanced the protection of front-ends and floors of both stations and trains. It also enhanced floor resistance to scratching and adhesion, facilitated self-cleaning and boosted thermal insulation characteristics.





Al Tayer was briefed about the digitisation of Dubai Metro including the use of onboard smart screens to relay passenger information and ads, and the automated hi-tech fare gates that facilitate passengers flow besides improving security and safety aspects. The process also included the use of giant screens spanning 80 metres at the metro stations platforms. Al Tayer also reviewed the Smart Stores at Dubai Metro Depot where RTA has become the first government entity to

implement smart storage system. The implementation of the initiative increased the storage capacity by a massive 700% and increased operational efficiency by 50%. He also reviewed the latest developments of manufacturing metro parts using 3D technology which saved time and money and improved quality. At the end of the visit, HE Mattar Mohammed Al Tayer paid tribute to the improvement initiatives and projects of the Rail Agency.



Obtaining two certificates in corporate governance

Roads and Transport Authority (RTA) has obtained BSi 13500 certification for delivering effective governance, and ISO 37001 certification of Anti-bribery Management Systems, from the German TUV organisation; a specialist in awarding international certification.

His Excellency Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of RTA, was delighted with these two certificates as they bear reference to RTA's forward position in corporate governance. "They illustrate the prevalence of integrity and transparency in our working environment and the compliance with the highest standards of accountability, accuracy and monitoring of workflow, projects and operational processes," he said.

"RTA is committed to complying with core principles of corporate governance such as transparency, disclosure, fairness, accountability and integrity in various business practices. Yet,

we need to muster more efforts to maintain RTA's tradition of complying with the highest global practices of corporate governance through sticking with the right ingredients for moving forward," added Al Tayer.

Al Tayer made these comments when accepting the two certificates presented by Abdullah Al Jawi, Director of Internal Audit, and RTA team.

"RTA has adopted a unique governance system that contributed to its pioneering standing in this field. Obtaining these two coveted certificates is attributed to the relentless efforts to apply with the top practices of corporate governance," said Al Jawi.



Winning IQPC's Best Call Centre award

Our Call Centre received 45 awards since inception

Dubai's Roads and Transport Authority (RTA) has won the Best Government Call Centre award presented by the New York, USA based IQPC INTERNATIONAL. The awarding took place during Middle East Customer Experience Excellence Week, recently held Dubai.

Yousef Al Redha, CEO of Corporate Administrative Support Services Sector, was pleased with the award

as it reflected the high profile of RTA's Call Centre (8009090), especially given the intense competition

Completing phase 1 of retrofitting its facilities, services for People of Determination

Phase I completed covered bus Stations, parking, counters and directional signs

Dubai's Roads and Transport Authority (RTA) has accomplished the initial phase of bringing its premises and facilities in conformity with the Dubai Universal Design Code for People of Determination.

The step is in line with "My Community... A City for Everyone" initiative launched by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of the Executive Council, calling for transforming Dubai into a people of determination-friendly city by 2020.

"Phase I of the project, which started in October 2019, had just been completed. It covered RTA's Head Office as well as Customers Happiness Centres at Umm Ramool, Deira, Barsha and Al Awir. It also included bus stations at Hatta, Jebel Ali, Al Qusais, Karama, Deira City Centre, and Mall of the Emirates in addition to multi-level parking terminals at Al Ghubaiba, Naif, Rigga, Old Sabkha, and New Sabkha," said Abdul Redha Abu Al-Hasan, Head of People of Determination-Friendly Committee, RTA.

"RTA provided Braille signage in addition to toilets and counters adapted for people with mobility challenges. It also provided audio enhancements involving the use of microphones at the reception desks to communicate with people with hearing impairments and docking stations for charging electric wheelchairs at bus stations of Jebel Ali, Deira, Hatta and Al-Qusais to serve the people of determination.



"Upon the completion of Phase II by the end of 2020, RTA will be looking to play an active and positive role in nurturing an environment compatible with the needs of people of determination and making them happier with our services. RTA is also providing virtual assistants in the delivery of services through its website and smart apps to keep pace with the directives of leaders to make Dubai a friendly city for people of determination," concluded Abu Al-Hasan.

from about 40 public and private entities.

"The capabilities of the Centre are reflected in the remarkable response to various needs and expectations of RTA customers in terms of multi-communication channels, and the high technology systems in use. Such advancements contributed to raising the number of calls handled by the Centre to more than two million calls. The response time to 90% of calls dropped to 11 seconds per call, which is significantly less than the targeted time

of 20 seconds provided for in our plan," he explained.

"The award adds further glory to the Call Centre that has a long list of 45 local, regional and international awards. The Centre is supported by a highly professional team that pays every attention to delivering quality services. Several projects have been undertaken to revamp the business of the Centre such as the IVR, self-completed customer surveys, e-payment through the IVR system and other initiatives for the benefit and convenience of RTA clients.

“HR Summit” for our HR

Dubai's Roads and Transport Authority (RTA) has won the 'Excellence in Talent Management Award' in the coveted GCC GOV HR Awards on the sidelines of the prestigious 7th Annual GOV HR Summit that took place at Rixos Saadiyat Island Hotel, Abu Dhabi.

Receiving the award on behalf of RTA, Mansour Al Falasi, Director of Human Resources and Development at RTA's Corporate Administrative Support Services Sector said, "This conference aimed at showcasing the best practices in

managing human capital in both public and private sectors. The summit hosted a wide spectrum of participants across GCC and regional countries, and the judges panel consisted of top experts from local and international universities."



Winning American's RIMS Global Enterprise Risk Management Award

Roads and Transport Authority (RTA) has won RIMS Global ERM Award of Distinction Honorable Mention 2019. Granted by the American Risk Management Society (RIMS), the award illustrates the maturity level achieved by RTA in the vital field of Enterprise Risk Management (ERM) towards achieving RTA's strategic objectives.

"Winning this award is a testament to RTA's fulfilment of all ERM criteria such as innovation, corporate values, measurable performance indicators, tangible and sustainable results, and the ability to share knowledge with stakeholders," said Nasser Abu Shehab, CEO of RTA's Strategy & Corporate

Governance Sector.

The award clearly reflects RTA's efforts to adopt best approaches to anticipated challenges facing current



“Awarding RTA with this accolade is a natural result of its care for talented employees and nurturing an environment conducive to innovation and progression. Our employees have every exposure to picking up skills and expertise for leveraging RTA’s development and innovation. RTA is committed to supporting the 7th principle of the 50 Year Charter of Governing Dubai (A Land for Talents), to transform the Emirate into a rich environment for talents and intellects in support of the community development,” added Al Falasi.

“RTA’s submission to the judges’ panel was rewarded with a massive commendation for managing talents and the human resources structures in place in line with the highest international standards. RTA is always keen on sustaining excellence in human resources through capitalizing on team spirit as well as attracting and refining talents,” concluded Al Falasi.

“Talents Management Section is the professional arm of the Human Resources and Development Department in identifying, managing and developing talents across RTA. It caters to talents management, leaders’ progression, identifying talents and grooming leaders including first, second and third ranks of leaders.

and future projects, especially as RTA is a key entity tasked with the development of Dubai infrastructure.

“The award’s synopsis referred to RTA’s sound scientific planning for solutions to challenges encountered by megaprojects. The submission bid reviewed the methodology and framework of RTA’s ERM, which enabled the leadership team to tackle emerging risks management and opportunities, and implement corporate flexibility to achieve strategic goals in cooperation with stakeholders,” said Abu Shehab.

RIMS is a non-profit organization dedicated to promoting global risk management concepts. Founded in 1950, RIMS has a membership of more than 10,000 risk management professionals representing more than 3,500 industrial, service, nonprofit, charitable and government entities in more than 60 countries worldwide.



Aspirations

The Fourth Industrial Revolution

The vicissitudes of the days prove to us that science is the foundation of the future and that any nation interested in educating its youth will rise to a high position among nations. There is no doubt that following up the latest scientific developments and being able to take the lead in their techniques is one of the best efforts of the state to strengthen its position among countries and achieve the aspirations of its people.

One of the most prominent features of the Fourth Industrial Revolution is that it allows young people and innovators to enter the field of research and development and provides them with the opportunity to introduce innovations that may compete with the products of the major international companies.

The Fourth Industrial Revolution has begun and launched the space of cyber interaction based on all the previous innovations, came after the first industrial revolution, which operated on steam power and the second characterized by the discovery of electricity and the third when the use of electronics and information systems in production processes supported by artificial intelligence.

In 2016, The Council of the Fourth Industrial Revolution is established, which is the first in the world, to follow up developments in the recent industrial revolution and to study ways to benefit from it locally and then work to be the capital of the global industry. Here comes the role of government departments and the private sector to support these efforts, especially through the rehabilitation of the human element to be able to lead this industrial revolution and achieve the vision of leadership.

Therefore, the formation of a team of youth armed with the necessary knowledge and skills has become an urgent necessity for all government departments to be able to lead the future and to be number one globally.

Ahmed Mohamed Alhammadi

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Al Tayer honours 37 long-serving employees including 5 finished up 40 years

His Excellency Mattar Al-Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA), has honoured 37 employees in recognition of their long years in serving Dubai Government. The ceremony has taken place at the Al Wasl Auditorium in the presence of several CEOs, Directors and employees of RTA.

Five honourees have spent more than 40 years in service namely: Abdul Razak Abdullah Al-Noobi, Mohammed Zayed Bakheet, Ali Mohammed Al-Shammar, Redha Abdul-Raheem Abu Al-Hasan, and Abdul Salam Ameer Baksh. Honourees also included 10 employees who have spent more than 30 years in service and 12 employees who served about 10-15 years in serving the government.

Al-Tayer praised the brilliant services those veterans have delivered to Dubai Government since the early days of the

renaissance. He noted that their meritorious contributions were instrumental to many achievements made.

“RTA is keen to honour and retain such personnel in view of their invaluable expertise and dynamic role in driving our development forward. Employees career development is a top priority for RTA; which always seeks to encourage them to excel in improving the transport infrastructure of the Emirate and support the realisation of our government’s vision,” added Al-Tayer.



Awareness Events

Vehicles Licensing Department at Licensing Agency, RTA has held an Open House day to familiarise employees with the awareness programmes implemented. The event was coordinated with RTA’s Security & Monitoring, Monitoring

& Enforcement, and Audit Departments. The event featured Harees programme explaining procedures to be taken such as reporting breaches, handling of public complaints, mystery shopper and others.

تكريم الخدمة الطويلة Long Service Honoring



تكريم الخدمة الطويلة Long Service Honoring



تكريم الخدمة الطويلة Long Service Honoring



تكريم الخدمة الطويلة Long Service Honoring



Findings of 6th Dubai International Projects Management Forum

Dubai's Roads and Transport Authority (RTA) has unveiled the findings of the 6th Dubai International Projects Management Forum (DIPMF) (7-10 December 2019). Held under the theme Cultural Diversity, the event was privileged by the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince, Chairman of the Executive Council.

"The sixth edition of Dubai International Projects Management Forum (DIPMF) constituted of 43 sessions comprising 6 keynote speeches, 7 masterclasses, 3 discussion panels, 26 parallel sessions and one closed session. The forum attracted more than 2000 participants including project management pioneers from the region and beyond," said Ms. Moaza Al Marri, Executive Director - Office of the Director General and Chairman of the Board cum Chairperson of the Organising Committee of DIPMF.

"The success of the latest DIPMF edition is reflected in the healthy number of attendees, a great lineup of global speakers and many business and project management doyens. It is also epitomised in the key recommendations concluded in the Forum for enriching the concept of project management across the UAE and the region. Findings covered five core areas, namely, leadership, strategy, technology, benefits management and megaprojects, detailed as follows:

Leadership: leaders have to nurture a positive working environment in their organisations and teams. Successful leaders attach every attention to responding to customer needs and demonstrate the ability to inspire their teams. Project managers have to understand the cultural diversity of their teams and address it in managing the communication of their projects.

Strategy: Government bodies have to appreciate the social and ecological impacts of their projects. They have to care for artificial intelligence & innovation and embark on agile management of projects. They have to care for remote project management and virtual teams in future projects, focus more on envisioning and keeping pace with future trends.

Technology: Organisations have to appreciate that technology is the key driver of transformation and change. Sophisticated technologies, such as big data and artificial intelligence, play a vital role in running shared mobility and self-driving transport projects. To ensure the optimal implementation of

109th Customers Council reviews proposals for improving public bus service

The 109th session of Customers Council, Roads and Transport Authority (RTA), was devoted to studying proposals and feedback of public bus riders in Dubai.

Mohammed Obaid Al Mulla, Board Member and Chairman of Customers Council, RTA, opened the session by welcoming attendees and praised the participation and commitment to improving public transport services in the Emirate. He focused on public bus services, as they are the backbone of mass transport in city and intercity service and connecting with neighbouring countries. He renewed RTA's commitment

to promoting public awareness about the culture of public transport as it contributes directly to reducing carbon footprint and conserving the environment.

Attendees of the session, which took place at Rashidiya Bus Station, included Adel Shakri, Director of Planning and Business Development at Public Transport Agency as well as Abdullah Shehab, Manager of Intercity Bus. Attendees



technology, organisations should develop clear visions firmly linked with their corporate strategy before embarking on the implementation of applications of the Fourth Industrial Revolution. They have to invest in creating a suitable and flexible technological infrastructure to ensure the success of artificial technology applications and data analysis. They have also to invest in fostering the culture of data analysis and artificial intelligence amongst their individuals. Governments have to integrate Building Information Modelling (BIM) in various affiliated departments. They have to appreciate the remarkable contribution of Augmented Reality technologies in improving customer's experience through the innovative

display of information.

Benefits Management: The forum focused on the importance of projects sustainability for maximizing the benefits of projects. There is a need to utilise the anticipated benefits of projects management such that they become key drivers of change besides the setting of priorities. Organisations have to benefit from effective and updated databases to empower successful practices of benefits management in projects.

Megaprojects: Megaprojects have to be addressed as a package of programmes and projects portfolios whenever applicable. Businesses have to hold periodic gatherings of leaders and staff of their projects.

also included representatives of the concerned departments: Automated Fare Collection Department, Bus Department, Transportation Systems Department, and Transport Activities Monitoring Department.

A visual presentation was made about public bus service through reviewing the evolution of public transport in Dubai, bus routes, metro link service, intercity service, main stations and future stations in 2020. It also touched on the public bus fleet, 2019 bus ridership, nol usage, locations of ticket vending machines, smart apps and online bus services.

The session recommended Transportation Systems Department to consider increasing the number of TVM (for recharging prepaid nol cards) at the International City, and the parking space of Mirdif City Centre and

the Dragon Mart area.

The session also recommended considering increasing the number of air-conditioned bus shelters to meet the needs and expectations of customers, consider increasing the number of buses or reducing the service frequency on some routes, and increasing the number of bus stops. It also recommended opening new bus routes in Dubai, study the opening and feasibility of a new bus route between Dubai and Yas Island, Abu Dhabi in view of the immense attraction of this tourist destination.

The session also recommended the Transport Activities Monitoring Department to tighten up the monitoring and intensify the regular inspection campaigns on all public bus routes to curb fare-avoidance cases.

Setting criteria for supporting insolvent debtors in cooperation with Beit Al Khair

Roads and Transport Authority (RTA) and Beit Al Khair Society in Dubai have signed a Memorandum of Understanding defining the basis of lending support to insolvent debtors and individuals in need of financial support. The step is part of the ongoing strategic cooperation between the two parties in serving the community.

The MoU was signed in RTA Head Office by Mohammed Obaid Al Mulla, Board Member and Chairman of the Higher Committee of Charity Foundation, RTA; and Abdeen Taher Al Awadi, General Manager of Beit Al Khair Society.

“The signing of the MoU opens the way for employees experiencing tough living conditions, such as chronic diseases or insolvency, to receive support. RTA will refer such cases to Beit Al Khair Society for studying and decide on the financial assistance needed in accordance with the applicable rules and regulations of donations,” said Al Mulla.

“In case financial assistance approved, RTA will provide the required donation through staff contributions. In case the amount raised falls short of the required sum,

RTA Foundation will top-up the donation. The culture of philanthropy work is deep amongst our employees, thanks to a work environment characterised by cooperation, compassion and charity values,” he added.

“RTA Foundation has broad humanitarian contributions at the local, regional and global levels as well as within RTA. Its strategies are aligned with the Dubai Government’s drive of extending a helping hand to the needy. All such efforts are a manifestation of the charitable and humanitarian legacy of the late Sheikh Zayed bin Sultan Al Nahyan,” added Al Mulla.

“We thank RTA for selecting Beit Al Khair Society to study cases of insolvent employees, and families facing financial hardships. Beit Al Khair has a comprehensive system for

Pondering improvement of business with railway partners





conducting social research, assessing the extent and type of insolvency, and deciding on the assistance needed. RTA has previously partnered with Beith AL Kheir where vehicles of the charity, are exempted from toll and

paid public parking. Such initiatives underscore RTA's commitment to its corporate social responsibility as well as a humanitarian spirit of serving the community," commented Abdeen.

In the recently held annual gathering of Rail Agency Partners, Roads and Transport Authority (RTA) stressed the importance of improving the joint business relationships with its partners. The meeting also served the objective of keeping with the government drive of boosting public-private relationships.

The gathering took place at RTA Head Office in the presence of Abdul Mohsen Ibrahim Younes, CEO of Rail Agency, and several directors and officials of the Agency. Scores of representatives of strategic partners from government and semi-government agencies in various economic sectors attended the gathering.

Younes welcomed attendees to this gathering to exchange ideas and proposals for improving their business with RTA, especially in matters related to rail projects and initiatives. A visual presentation was made highlighting RTA's strategic plan 2019-2023, and another video reflected on RTA's role in Expo 2020. The meeting also reviewed the achievements so far made, and joint projects with Rail Agency as well as the needs and expectations from RTA.

"RTA is keen on boosting partners' satisfaction and

happiness by improving the way we do business with partners. From inception, RTA attached high priority to partnerships with other entities across the UAE with the aim of bringing quality & perfection to projects & initiatives undertaken. Through capitalising on innovative techniques and diverse expertise of our partners, we have succeeded in aligning our business with the highest global standards. Such relationships make us in a better position to serve the community and attain higher customer's satisfaction rating," said Younes.

RTA Partners Council is an annual gathering bringing together partnership coordinators from both RTA and strategic and main partners. It aims to improve partners' relationships, which is a key objective of RTA's strategic plan and improve the overall business performance.

DTC's Innovation Lab screens 236 ideas

RTA's Dubai Taxi Corporation (DTC) reviewed 236 improvement ideas in the Government Innovation Lab 2019, recently held at the Sufouh Dubai Tram Depot. The event aimed to come up with creative ideas and suggestions capable of bringing in a positive change in the business and services of DTC. It inspired employees to be creative, and improve performance, which are key elements of making Dubai the most innovative city worldwide.

"Participants in the Lab included school & university students, social media influencers, specialists from various entities and staff of DTC. The gathering proposed 236 ideas through diverse one-day workshops, which saw excellent discussions and opened up new horizons for improvement. These ideas will be subjected to further examination to select the most viable ones. The diversity of participants has enriched the deliverables and served the objectives of the Lab," said Dr. Yousef Mohammed Al Ali, CEO of DTC.

The Lab discussed key topics related to DTC's strategic goals such as smart mobility, envisioning the future, excellent operation, financial sustainability and people happiness. It contributed to realising DTC's vision: Pioneers in Safe, Reliable and Smart Transport Services.

"Holding this Government Innovation Lab serves the strategies and future plans of DTC. It motivates employees and musters their innovative and mental skills to develop ideas that will improve DTC's service level and customer's satisfaction," concluded Al Ali.

Holding annual gathering to review the progress of students on scholarship programme

Nurturing Emiratis for future job prospects

Dubai's Roads and Transport Authority organized the annual gathering of students on RTA's local scholarships programme. The event was held in the context of RTA's follow-up and guide affiliates, besides responding to their needs.

"This gathering with students on scholarships funded by RTA is held annually to review students' academic progression and guide them towards realising their objectives. A graduate of the programme was hosted to reflect on his academic experience culminated in obtaining a Bachelor degree in Engineering. High achievers were honoured in a bid to motivate affiliates of the programme," said Mansour Al Falasi, Director of Human Resources and Development at RTA's Corporate Administrative Support Services Sector.

"Students held a Lego-style workshop demonstrating their ability to innovate and act in a team spirit.

RTA's scholarship programme aims to groom Emirati secondary school graduates and enable them to pursue their university study in majors compatible with RTA's job nature. After completing their study programmes, graduates will be posted at RTA as part of our efforts to boost the Emiratisation drive in accordance with RTA's strategic plan and the 7th principles of Dubai Governing Chart: A Land for Talent.

"The Scholarships Programme also covers secondary school graduates admitted to UAE universities. Under this programme, RTA extends full sponsorship of affiliated



students along with a fixed monthly bursary to support their academic studies and motivate them to continue their academic qualification. RTA is making huge efforts

to attract and qualify Emiratis in line with the directives of our leaders to empower citizens to contribute to the development drive underway,” continued Al Falasi.

Briefing Ministry of Interior on best practices of testing drivers

Dubai's Roads and Transport Authority (RTA) has briefed a delegation from the Ministry of Interior about the top global practices of testing drivers carried out in cooperation with driving centres in Dubai.

In this regard, a delegation from the Ministry of Interior, headed by Colonel Khaled Al Zaabi, paid a visit to RTA's Licensing Agency. Visitors were escorted to Belhasa Driving Centre, and Dubai Driving Centre, Al Khail Branch, where they were received by officials of Drivers Licensing Department at the Licensing Agency. The delegation included several officers and assistants from various emirates of the UAE.

"RTA is keen on sharing its expertise and knowledge in various fields with partners and entities across the UAE, such as

ministries and public departments. Through such exchange, we aim to promote partnerships and cement bilateral relations for the benefit of all parties," said Sultan Al Akraf, Director of Drivers Licensing, Licensing Agency.

"The delegation was acquainted with several procedures throughout the journey of trainees to obtain driving licenses in Dubai. The briefing also included service delivery channels, knowledge test, smart yard test, practical test and the smart route test," added Al Akraf.

Briefing Austrian delegation on drivers testing practices

Dubai's Roads and Transport Authority (RTA) has briefed a visiting delegation Austrian Driving Schools on the top global practices adopted by RTA in the training and qualification of drivers as well as the licensing of driving institutes in Dubai.

RTA hosted the delegation in a gathering at RTA Head Office attended by Abdullah Yousef Al Ali, CEO of Licensing Agency, and several directors and employees of the Agency. Visitors included Dr. Stefan Ebner, Deputy Managing Director of the Austrian Federal Chamber of Commerce, and ten other representatives of Austrian driving schools as well as other

companies involved in transportation, freight and logistics.

"It is a common practice of RTA to share successful experiences with ministries, government or semi-government entities and private companies in and outside the UAE. We work with a variety of organisations to promote knowledge transfer, partnerships and bilateral relations for the benefit of all," said





Members of the delegation expressed thanks and gratitude to RTA for availing them exposure to the successful model set by RTA for licensing drivers in collaboration with driving institutes in Dubai. They

also commended RTA's unprecedented achievements in the public transport network and the city infrastructure; which contributed to lower mortality rates of traffic accidents.



Al-Ali.

"The delegation was acquainted with several aspects of drivers licensing systems in Dubai including service channels, knowledge test, smart yard test, practical test, and the smart track test. They were also briefed on the roles of the Licensing Agency, RTA's organization chart, drivers training modules, learners' journey in driving centres, management of instructors permits, and the licensing of

driving instructors," added the CEO of Licensing Agency. Members of the Austrian delegation thanked RTA for availing them the opportunity to examine RTA's successful practices in collaboration with several driving centres in Dubai. They also hailed the unprecedented achievements of RTA in public transport network, city infrastructure and reduced traffic accident and fatality rates.

Holding traffic awareness fair for university students in Academic City

Aiming to educate youth about triggers of traffic accidents and foster their sensing of risks



Raising staff awareness about cardiac emergencies in cooperation with Dubai Police

Roads and Transport Authority (RTA), in collaboration with Dubai Police General HQ, has held an awareness workshop about First Aid of Emergency Cardiac Cases. About 341 employees, including 147 citizens, took part in the event, which aimed to raise employees' health education and equip them with the skills of handling such emergencies.

Dubai's Roads and Transport Authority (RTA) has held a two-day traffic awareness fair at the Dubai Academic City. More than 1500 students from 15 universities in Dubai attended the event, which focused on factors causing traffic accidents and how to avoid them.

"This awareness platform held by Traffic and Roads Agency at the Academic City reviewed the best global practices of traffic awareness and safety. RTA's stand displayed virtual driving technology; a driving simulator that uses artificial and virtual reality technologies to improve the experience of trainees who were fitted with eyeglasses that take them to virtual reality roads. The device uses wearable helmet technology to obtain a 360-degree view in a 3D environment," said Eng. Maitha bin Adai, CEO of RTA's Traffic and Roads Agency.

During the fair, questionnaires were distributed to monitor driving attitudes of youth and their inclination to use the mobile when driving. The analysis of data retrieved will improve awareness campaigns, and help understand traffic issues and develop a remedial programme for these challenges. Awareness leaflets were distributed to university students covering causes of the traffic accident, and brochures detailing services RTA provides to students in the metro, nol

cards and marine transit means.

"The fair aims to raise the traffic awareness of youth by giving them a comprehensive, realistic, and interactive experience, heightening their sense of risk recognition, and reducing relevant accidents. Holding events oriented to university students is part of Dubai's traffic safety strategy, and the Agency's plan to raise the awareness of youth and university students.

"The fair, which has been planned early on, focused on sensitising the awareness of traffic accident risks and their causes, especially those associated with youth such as excessive speed, reckless driving and using the telephone while driving. It also cautioned against other driving distractors such as being occupied by the radio and speaking with riders," she added.

Bin Adai thanked co-organisers namely Dubai Police, Dubai Academic City, Dubai Corporation for Ambulance Services, Dubai Customs, Emirates Driving Institute and other partners.

"The workshop is part of our efforts to enrich employees with First Aid skills needed for handling cardiac conditions. It is a vital proactive step prior to the provision of necessary medical treatment of the condition. Attendees were awarded certificates attested by American Heart Association; a highly professional medical entity," said Mansour Al Falasi, Director of Human Resources and Development at RTA's Corporate Administrative Support Services Sector.

"RTA is always keen on running workshops to groom employees for tackling health emergencies that might occur during working hours. Skills learned will not only help the working environment, but also improve employees living in general. Dubai Police and American Heart Association have made a substantial contribution to the workshop. We have plans to empower employees to deal with a variety of emergencies at work, home or externally," said Al Falasi.